Digital Marketing is an interactive technical that provides a simple and practical definition of the basic points required to develop an on-line marketing plan.

The student will work in an interactive manner through the different chapters:

- Basic concepts
- Online Variables
- Communication Tools
The goal is to teach how digital marketing is changing the way companies interact with their customers and their sales channels.

Interactive exercises help the student to draw up a digital marketing plan.
A variety of exercises will help the students to assimilate the theoretical concepts and give solutions through a practical example of a video store.